

Rep Order# 6860182 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 107334 Printed: 10/03/2012 11:10 AM 1 of 2  
 EC'd Yes Last Received: 10/01/2012 10:31 AM  
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) BERKLEY FOR SENATE  
 Product BERKLEY FOR SEN ADD  
 Estimate# 30S  
 Buyer MICHAEL DETTORRE  
 Phone#  
 Fax#

Agency ( ) SHORR, JOHNSON, MAGNUS  
 1831 CHESTNUT ST. #602  
 PHILADELPHIA, PA 19103  
 Agency C/P1/P2/E //30S  
 Flight Dates 10/02/2012 - 10/08/2012  
 Hiatus Weeks  
 Rep Firm ( ) PHILADELPHIA  
 Sales Office ( ) AMY MCCREARY  
 Salesperson ( )  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 5 ADD SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	1230P-1P	AGENDAY	:30	\$325.00	10/02-10/05	4	1	4	\$1,300.00	
	Buyline Comment: AGENDAY											
	2	M	1230P-1P	AGENDA	:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
	Buyline Comment: AGENDA											
	3	SU	8P-930P	NEWS AFT NFL	:30	\$1,800.00	10/07-10/07	1	1	1	\$1,800.00	
	Buyline Comment: NEWS AFT NFL											
	4	TU-F	1235A-135A	FALLON	:30	\$250.00	10/02-10/05	4	1	4	\$1,000.00	
	Buyline Comment: FALLON											
	5	M	1235A-135A	FALLON	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	6	SA	7A-9A	SAT TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	
	Buyline Comment: SAT TODAY											
	7	SU	7A-8A	SUN TODAY	:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
	Buyline Comment: SUN TODAY											

---REPORT TOTALS---

Report Totals: 13 / \$6,050.00

---SALES MONTHLY TOTALS---

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) BERKLEY FOR SENATE  
 Product BERKLEY FOR SEN ADD  
 Estimate# 30S  
 Buyer MICHAEL DIETTORRE  
 Phone#  
 Fax#  
 Oct 12: 13 / \$6,050.00  
 Sales Totals: 13 / \$6,050.00  
 Station Totals: 13 / \$6,050.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

Agency ( ) SHORR,JOHNSON,MAGNUS  
 1831 CHESTNUT ST. #602  
 PHILADELPHIA, PA 19103  
 Agency C/P1/P2/E //30S  
 Flight Dates 10/02/2012 - 10/08/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals	\$22,407	CATV 0%	KBLR 0%	KINC 0%	KTLS 30%	KSNV 27%
		KTNV 20%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+